

# Home Furnishings Calendar 1950

## JANUARY

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## HOME FURNISHINGS CALENDAR

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\* HOME FURNISHINGS CALENDAR is prepared to furnish an accurate list of editors \*  
 \* on national trade and consumer publications. This list covers decorating, ap- \*  
 \* pliances, food, building, gardens - every phase of the home furnishings field. \*  
 \* To yearly subscribers this list is free. Non-subscribers pay \$25 for it. Ad- \*  
 \* ditional copies are \$5 each to yearly subscribers. Personnel changes and ad- \*  
 \* ditions are published weekly. Avail yourself of this invaluable service. \*  
 \* \*\*\*\*\* \*

\* One of our important functions is to clear dates so that conflicts will not \*  
 \* arise. Check with us as to available times before scheduling your next affair. \*  
 \* \*\*\*\*\* \*

\* Events are listed without charge in the CALENDAR for approximately six weeks in \*  
 \* advance. Let us have your listing as early as possible so that we may help you \*  
 \* to avoid conflicts in dates and give you increasingly better service. New \*  
 \* events, last minute changes and revisions are added each week as scheduled. \*  
 \* \*\*\*\*\* \*

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Mar. 30	SPECIAL BRIDES ISSUE Retailing Daily's feature issue covering the whole bridal home furnishings field will be out on this date. Contact: Retailing Daily, OR. 4-5000.	RETAILING DAILY	7 EAST 12TH STREET
Thursday Mar. 30 5:00 P.M.- 7:30 P.M. Cocktails	PRESS PARTY A party for the press and decorators to present the Waterhouse collection, a group of 12 documentary designs in a machine printed line of wallpapers with matching chintzes, will be held by invitation only. Contact: Richard MacKay, Mgr., Thibaut, Inc., PL. 9-1260.	RICHARD E. THIBAUT	509 MADISON AVENUE
Thursday Mar. 30 Just out	NEW PRINTED SHADES A new line of decorator printed window shades is now available at less than \$2 a shade. Designed by Janet Cornell, outstanding in the field of fabric and ceramic design, these shades are hand-screened on long-wearing shade cloth in smart, highly-styled colors. The patterns include "Mother Goose" for nursery and playroom; "Wild Flower" for living, dining and bedrooms; "Fruit Leaf" for breakfast nooks and kitchens. Publicity: Jessie M. Weaver, The Columbia Mills, Inc., 225 Fifth Avenue, N.Y.C.	COLUMBIA MILLS, INC.	SYRACUSE, N.Y.
Thursday Mar. 30 Just out	FAMOUS JASPER WARE For the first time since the war Wedgwood's famous Jasper ware in white on blue is now available again. The first samples are now on view in the Wedgwood showroom. Publicity: Annie Reese, PL. 5-3950.	JOSIAH WEDGWOOD & SONS	24 EAST 54TH STREET
Mar. 31- Apr. 2	EASTERN CONFERENCE OF AFA WOMEN'S ADVERTISING CLUBS, BALTIMORE, MARYLAND. CONTACT: HELEN R. BECKER, BALTIMORE NEWS-POST, BALTIMORE 3, MARYLAND.		
Friday Mar. 31 7:00 P.M. Dinner	DINNER At this open dinner meeting of the A.D.I., Henry Martin of Wallace Clark & Co. will discuss "What the designer should know about management engineering." Tickets \$3.75 each. Contact: Elizabeth N. Dralle, 20 W. 8th St	AM. DESIGNER'S INST.	HOLLAND HOUSE TAV.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Apr. 1- Apr. 2	ADVERTISING WOMEN'S EASTERN CONFERENCE, SHERATON BELVEDERE HOTEL, BALTIMORE, MD. CONTACT: SPOTTIE WARREN, WOMEN'S ADV. CLUB OF BALTIMORE.		
Saturday Apr. 1- Apr. 30	WALLPAPER STYLE MONTH Wallpaper Style Month will be held for the third time this year. April has been chosen to meet fair weather conditions in a large part of the country. The month is being sponsored by four important groups: The Wall Paper Institute, the Wall Paper Wholesalers' Assn., Retail Paint and Wall Paper Distributors of America and Painting and Decoration Contractors of America. Promotional material for retailers is available from the Julian Brightman Company, 702 Beacon St., Boston 15, Mass., and should be ordered at once. All consumer publicity: Catherine Blondin Associates, 280 Madison Avenue, New York 16, N. Y., MU. 9-7360.	WALLPAPER WHOLESALERS ASSOCIATION, INC.	THROUGHOUT THE COUNTRY
Saturday Apr. 1 Just out	PROMOTIONAL BOOK OUT A new promotional house organ, "Inspiration," which is exclusive to one dealer in each city, will be available on this date. It provides editorial content and suggests photographs and reproductions for the dealer to use, covering his own merchandise, on the inside front cover and the inside and outside back cover, plus the dealer's own advertising. Price varies according to quantity. Contact: Frederick S. Hubert, Eastern Mdse. Dir., Natl. Retail Furn. Assn., MU. 4-6588.	NATL. RETAIL FURN. ASSN.	267 FIFTH AVENUE
Apr. 2-9	PASSOVER.		
Sunday Apr. 2 3:30 P.M.	DECORATING CLINIC Margaret Hayes, of Home Furnishings Merchandising, will demonstrate new room set-ups and will show how to give a fresh interest to rooms containing old furniture on this mother-and-daughter program. Contact: Margaret Hayes, Home Furnishings Merchandising, MU. 3-8700.	CATHOLIC YOUNG WOMEN'S CLUB	HOTEL CARTERET, ELIZABETH, N.J.

WEEK BEGINNING MONDAY, APRIL 3, 1950

Monday Apr. 3 7:00 P.M.	TWENTY-FOURTH LECTURE The final lecture in the Survey of Advertising Course will deal with "You and Your Job in Advertising" and will be given by Katrina Conway, Gelanese Corp. of America and Dorothy Digman, N.W. Ayer & Son, Inc. Contact: Hulda Kloenne, CI. 5-4149.	ADV. WOMEN OF N.Y.	HOTEL ASTOR
Monday Apr. 3 7:00 P.M.	SECOND SPRING LECTURE The second of six lectures sponsored by the Home Fashions League will be on "Color Merchandising in Home Fashions" and will be given by Beatrice West and Arthur Brill. The next four lectures will be held on consecutive Mondays. Individual lectures, \$1.75. Contact: Josephine Brush, PL.5-2276.	HOME FASHIONS LEAGUE 441 MADISON AVENUE	MOHAWK CARPET MILLS 295 FIFTH AVENUE
Monday Apr. 3- Apr. 15	LECTURES ON COLOR Clara Dudley, color-scheme Consultant for Alexander Smith & Sons Carpet Company, will lecture and give person to person consultations on color schemes for rooms in the following stores: Root Store, Terre Haute, Ind.; United Carpet Stores, Westport, Conn.; Newman Furniture Co., Goshen, Ind.; Albee Rug Co., Inc., Bloomington, Ill.; Breuner Stores in Oakland, Stockton and Sacramento, Cal. Publicity: Emily Purcell, MU. 9-1300.	ALEXANDER SMITH & SONS	VARIOUS STORES



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Apr. 3- Apr. 4	ANNUAL MEETING, AMERICAN RETAIL FEDERATION, SHOREHAM, WASHINGTON, D. C. CONTACT: ROWLAND JONES, JR., AM. RET. FED., WASHINGTON, D. C.		
Monday Apr. 3- Apr. 4	PRODUCTION DIV. MEETING	AM. MANAGEMENT ASSN.	HOTEL STATLER
	A meeting of executives to consider more effective use of production facilities and personnel in all kinds of American business will be held on these dates. Publicity: Edward K. Moss, BR. 9-6055.		
Monday Apr. 3- Apr. 5	19TH ANNUAL CONFERENCE	AM. INST. OF DECORATORS	WALDORF-ASTORIA
	On the opening day, April 3, both morning and afternoon sessions are for members only. On April 4 and 5, from 9 A.M. to 6 P.M. a Trade Show will be held open to all in allied professions and fields but not to the consumer public. Displays of furniture, fabrics, floor coverings, wall coverings, lighting and lamps, window shades, screens, pictures, leather goods, china, fireplaces, hardware, accessories and so on will be featured. The designs in the A.I.D. competitions will also be exhibited. On April 4, a luncheon in the Grand Ballroom will honor the winners in these competitions, with Henry G. Dowling of London as guest speaker. This luncheon is open to all in allied professions and fields. On April 5, from 10 A.M. to 12 M. there will be a session devoted to "Design and Architecture." From 2 to 4 P.M. the title of the session will be "Modern Versus Modern." Speakers will be Philip C. Johnson, Russell Lynes, T. H. Robsjohn-Gibblings, Edward J. Wormley. Both sessions will be held in the Wedgwood Room and will be open to all in allied professions and fields. Contact: Mrs. M. M. Girard, A.I.D., 41 East 57th Street, New York 22, N.Y., MU. 8-0238.		
Monday Apr. 3- Apr. 5 3:00 P.M.- 5:30 P.M.	TEA FOR DECORATORS	GREEFF FABRICS, INC.	4 EAST 53RD STREET
	Decorators attending the A.I.D. Conference are cordially invited to stop in for tea from 3 to 5:30 P.M. daily on the 2nd floor. Mrs. Donald Price, vice president of Greeff, will act as hostess. Publicity: Hilda Kassell, 9 East 46th Street, PL. 9-2917.		
Tuesday Apr. 4	RONSON AWARDS PRESENTED	AM. INST. OF DECORATORS	WALDORF-ASTORIA
	The Ronson Awards will be presented to representatives of the winners in the Film Interior Sets competition of the A.I.D. On April 7 the Awards will be presented personally to the winners at the Beverly-Wilshire Hotel in Hollywood. Contact: Helen Shapiro, Hal A. Salsman, Inc., JU. 6-4300.		
Tuesday Apr. 4- Apr. 6	ANNUAL SALES CONFERENCE AND SECTIONAL MEETINGS	EDISON ELECTRIC INST. 420 LEXINGTON AVENUE	EDGEWORTH BEACH HOTEL, CHICAGO
	At the 16th Annual Sales Conference of this organization the first day will be devoted to four concurrent sectional meetings. The following days will consist of general sessions addressed by prominent persons. Contact: James T. Coatsworth, Edison Electric Institute, LE. 2-3300.		
Wednesday Apr. 5 10:00 A.M.- 4:00 P.M. Luncheon	BRAND NAMES DAY	BRAND NAMES FOUNDATION	119 WEST 57TH ST.
	An all-day session with luncheon will be held. The morning session, in the Perroquet Suite, is for members and the Board only. The luncheon, and afternoon panel discussion, are open to all. Louis B. Mayer, Metro-Goldwyn-Mayer studio head, and Dr. Robert A. Millikan, chairman of the executive council of the California Institute of Technology, will address the luncheon session and during the panel discussion a report, the first of its kind, by National Family Opinion of Toledo, Ohio, a research organization, will reveal the buying habits of 2,000 families and their individual members. Tickets: \$10 a person. Contact: Nathan Keats, CI.5-8118.		



DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Apr. 5 3:30 P.M.	PRESS PREVIEW TO SHOW REVOLUTIONARY DEVICE The first demonstration of a new and revolutionary invention, the Kuljian Machine for the continuous spinning and processing of rayon yarn, will be held at this time and will be attended by representatives of the press from all over the world. This machine does in <u>three and one half minutes</u> what it formerly took <u>four to five days</u> to do, and is expected to revolutionize the entire rayon industry. It has been fifteen years in the making and is of world-wide significance. A private car, the Kuljian Car, will leave Penn Station at 2 P.M. on April 5 and will bring New York members of the press back here by 8 P.M. The press will go as guests of Lewis & Conger. The preview is by invitation only, and any member of the press wishing to receive an invitation should call Herbert Askwith, VA. 6-2200.	THE KULJIAN CORP.	1200 NO. BROAD ST. PHILADELPHIA, PA.
Wednesday Apr. 5- May 3 8:30 P.M.- 10:10 P.M.	LECTURE SERIES ON PUBLIC RELATIONS Six of America's leading public relations experts will conduct this series of lectures on consecutive Wednesdays: April 5, Benjamin Sonnenberg, president of Publicity Consultants, Inc.; April 12, Earl Newsom, of Earl Newsom & Co.; April 19, Carl Byoir, Chairman of the Board of Carl Byoir & Assoc.; April 26, Howard Chase, Dir. Pub. Relations, General Foods Corp.; May 3, T.J. Ross, of Ivy Lee & T.J. Ross. The series has been arranged by Benjamin Fine, Education Editor of the New York Times. Subject: Public Relations and the American Scene. Fee, \$10 plus \$2.50 registration or \$2.70 for each lecture. Contact: New School for Social Research, OR. 5-2700.	NEW SCHOOL FOR SOCIAL RESEARCH	66 WEST 12TH ST. NEW YORK CITY
Apr. 9	EASTER SUNDAY.		
Apr. 9- Apr. 16	HONEY FOR BREAKFAST WEEK. SPONSOR: AMERICAN HONEY INSTITUTE, COMM. STATE BANK BLDG., MADISON 3, WIS.		
<u>WEEK BEGINNING MONDAY, APRIL 10, 1950</u>			
Monday Apr. 10 7:00 P.M.	THIRD SPRING LECTURE The third of six lectures sponsored by the Home Fashions League will be on "Furniture" and will be given by Hollis Baker and Don L. Jordan. The next three lectures will be held on consecutive Mondays at the same hour; places and lectures to be announced in future issues. Cost for individual lectures, \$1.75. Contact: Josephine Brush, PL. 5-2276.	HOME FASHIONS LEAGUE 441 MADISON AVENUE	CONGOLEUM-NAIRN 295 FIFTH AVENUE
Monday Apr. 10 Just out	FABRIC STORY The feature article in the Spring-1950 issue of this publication is called "The Cinderella Story". It describes in detail the revolutionary "Everglaze" fabrics with emphasis on them as a merchandising and promotional development. Contact: William C. Segal, WI. 7-2790.	AMERICAN FABRICS	350 FIFTH AVENUE
Monday Apr. 10 Just out	NEW PATTERN TO COME OUT A new 1881 Rogers pattern called "Brookwood" will be on sale at leading silverware dealers. Publicity: E.B. Bedford, Oneida Ltd., Oneida, N.Y.	ONEIDA LTD.	ONEIDA, N.Y.
Apr. 10- Apr. 13	SOUTHWEST HOME FURNISHINGS MARKET, AUTOMOBILE, AVIATIONS AND COMMERCIAL EXHIBITS BLDG., DALLAS, TEXAS. CONTACT: H.E. DILL, LACY BLDG., DALLAS.		



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Apr. 10- Apr. 14	<u>NOTE NEW EXHIBIT DATE</u> A special promotion and display of exhibition pieces by Kathi Urbach will be featured at the opening of Miller & Rhoads' new Gift Shop. Miss Urbach will make personal appearances at the store to introduce her 1950 line of decorative accessories which include a new low-priced grouping of her fabulous fabric sculpture figurines and her brand-new art form of three-dimensional fibre sculptured wall paintings and fabric sculptured murals. Publicity: Frances K. Carter, Max Rogel & Assoc., 60 Park Place, Newark, N.J., MI. 3-8737; Publicity for Miller & Rhoads, Mr. Donovan Easton, Miller & Rhoads, Richmond, Virginia.	MILLER & RHOADS	RICHMOND, VA.
Monday Apr. 10- Apr. 15	NEW YORK ANTIQUES FAIR The antique dealers of New York and vicinity will exhibit at the annual fair to be held in the 71st Regiment Armory at Park Avenue and 34th St. Hours, 1 to 11 P.M. daily; Saturday, 1 to 6 P.M. Admission, \$1 plus tax. Contact: C.J. Nuttall, 660 Madison Ave., New York 21, N.Y., TE. 8-6830.	ANTIQUE DEALERS	71ST REG. ARMORY
Tuesday Apr. 11 7:30 P.M.	APRIL MEETING The April meeting will be addressed by Miss Carole Stupell; there will be refreshments and entertainment. Contact: John Henry Griffin, MU. 3-8700.	CHINA, GLASS, POTTERY ASSN.	HOTEL ASTOR
Wednesday Apr. 12 4:00 P.M.- 7:00 P.M.	PRESS PARTY A cocktail party to introduce new vacuum cleaner models and demonstrate them to the press will be held, by invitation only, on this date. Publicity: Dorothy Ashton, Verne Burnett Associates, MU. 7-9030.	HOOVER COMPANY	PLAZA HOTEL
Thursday Apr. 13 12:15 P.M.	MONTHLY LUNCHEON A preview of miracles in nylon, fiberglass and rubber will be featured at the monthly luncheon. Mr. R. Curt Hasenclever of F. Schumacher & Co., Mr. William H. Curtiss, Jr., of Owens-Corning Fiberglas Corp. and Mr. Robert Childs of U. S. Rubber Co. will be the speakers and actual materials will be on display. Contact: Josephine Brush, PL. 5-2276.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT
Thursday Apr. 13- Apr. 22	ROOM SETTINGS Five exciting traditional and modern room settings inspired by A. & S. color spreads in April Better Homes & Gardens will be shown under the title "Color Schemes - Personally Yours." These schemes are keyed to the redhead, brunette, blonde, brown-haired and silver-haired woman. Models will appear in the settings on April 13 from 11 A.M. to 1 P.M.; 3 to 4 P.M. and 6 to 8 P.M. After April 13, window mannequins will be used to display a fashion for each color type. The theme will also be developed in five bedroom groupings and five rug groupings. Publicity: Frances Bemis, TR. 5-7200.	ABRAHAM & STRAUS	BROOKLYN, N. Y.
Friday Apr. 14- Apr. 22	ELEC. HOUSEWARES WEEK Plans for the week are under way. A plan book is being mailed to three thousand distributors and gives all the necessary steps for participating retailers, under the title "Instructions for the care and feeding of your billion-dollar baby." Complete kits of material will be offered by the distributors as well as suggestions for newspaper advertising, direct mail advertising and other promotional devices. Contact: Mr. Leo K. Fox, Electric Housewares Section, Nat. Elec. Mfrs. Assn., MU. 2-1500.	NATL. ELEC. MFRS. ASSN.	155 EAST 44TH ST.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Apr. 15- Apr. 22	NATIONAL DONUT WEEK. PUBLICITY: BERT NEVINS, BERT NEVINS, INC., 152 WEST 42ND STREET, N.Y.C.		
Apr. 15- Apr. 24	LYONS INTERNATIONAL FAIR, LYONS, FRANCE. CONTACT: FRENCH CHAMBER OF COMMERCE OF THE U.S., 630 5TH AVE., CI. 6-0120.		
Apr. 16- Apr. 20	BALTIMORE CHINA, GLASS AND GIFT SHOW, LORD BALTIMORE HOTEL, BALTIMORE. CONTACT: JOSEPH M. GEARY, JR., P.O. BOX 228, BOSTON 19, MASSACHUSETTS.		
Apr. 16- Apr. 23	HOUSTON NATIONAL HOME SHOW, HOUSTON, TEXAS. CONTACT: I. W. CURRY, BANKERS MFG. BLDG., HOUSTON, TEXAS.		

#### ADVANCE DATES AND NOTICES

Monday Apr. 17 12:00 M. Luncheon	MONTHLY LUNCHEON The monthly luncheon of the Philadelphia Chapter will have as its speaker Melva Chesrown of the Fred Eldean Organization, Homer Evans of James Lees & Sons and Ted Muller of Muller-Barringer. The subject is "Carpet Fashions for 1950." Publ.: Florence Fleischer, James Lees & Sons, Bridgeport, Pa.	HOME FASHIONS LEAGUE	WARBURTON HOTEL
Monday Apr. 17- Apr. 21	KATHI URBACH EXHIBIT A week-long special promotion and display of Kathi Urbach's decorative accessories will take place. Many of Miss Urbach's major art pieces will be featured and she will appear in the Gift Department to introduce her fibre sculpture paintings and fabric sculpture murals as wells as her 1950 line of fabric sculpture decorative figurines. Publicity: Frances K. Carter, Max Rogel & Assoc., 60 Park Place, Newark, MI. 3-8737.	KAUFMANN'S	PITTSBURGH, PA.
Monday Apr. 17- Apr. 27	CARPET FASHION OPENING A complete Retail Plan Book, containing free ad mats, displays, direct mail and special event ideas was sent out in December and requests for special materials are coming in in quantity. Five leading manufacturers have prepared special dealer helps. More than 200 of the nation's largest stores are making full-scale plans for this promotion. Publicity: Melva Chesrown, Fred Eldean Organization, EL. 5-7651.	CARPET MANUFACTURERS	COUNTRYWIDE
Monday Apr. 17- Apr. 29	SLEEP SHOW FOR 1950 This country-wide retail promotion is scheduled for these dates this year. Publicity: Marian Knapp, National Association of Bedding Manufacturers, Merchandise Mart Plaza, Chicago 54, Illinois.	NATL. ASSN. BEDDING MFRS.	COUNTRYWIDE
Tuesday Apr. 18 12:30 P.M.	MONTHLY LUNCHEON The monthly luncheon of this organization will be held on this date. Speaker to be announced later. Contact: Mabel Blake, CI. 5-4149.	ADV. WOMEN OF N.Y.	HOTEL ASTOR
Tuesday Apr. 18- Apr. 19 12:45 P.M. Luncheon	SHOWING OF INTERIOR DESIGN SETTINGS "Design for Living" is the name of the luncheons to be held on two consecutive days. Four settings, designed by leading interior decorators with fashions by leading designers will be featured. One will be English, one French, one Modern and one Contemporary. Nancy McClelland, Joseph Mullen, T.H. Robsjohn-Gibbings and a fourth not yet determined will design the sets. Press by invitations; public by reservation. Contact: Fashion Director-Commentator, Nola Luxford, TE. 8-8000.	LEADING INTERIOR DECORATORS	HOTEL PIERRE COTILLION ROOM



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday Apr. 18- May 19	MARGARET MEREDITH PROMOTIONS Promotions featuring Margaret Meredith, Decorator-Consultant for Columbia Mills, Inc., will be held in the drapery departments of the following stores. Miss Meredith will lecture local women's clubs and be available in the department for consultation on all home decoration problems. April 18-21, Harvey's, Nashville, Tenn. April 18-21, Golden Rule, St. Paul, Minn. April 25-28, The Wm. Taylor Son Co., Cleveland, Ohio. April 25-28, Roshek Bros., Dubuque Iowa. April 25-28, Piersol Co., Lancaster, Pa. May 2-5, Walter Crusey Co., Sandusky, Ohio. May 2-5, Gehly's Carpet House, York, Pa. May 1-4, C.E. Chappell & Son, Syracuse, N.Y. May 9-12, Pomeroy's, Inc., Harrisburg, Pa. May 9-12, Wallace Co., Poughkeepsie, N.Y. May 9-12, Petersen-Harned-Von Maur, Davenport, Ioa. May 16-19, The Rollman Co., Cincinnati, Ohio. Publ.: J.M. Weaver, 428 So. Warren, Syracuse.	THE COLUMBIA MILLS, INC.	STORES COUNTRYWIDE
Wednesday Apr. 19 9:30 A.M.- 11:00 A.M.	PRESS SHOWING OF FURNITURE Three new room settings on the 6th floor will introduce for the first time new lower-priced furniture designs by the distinguished creator of contemporary furniture, T. H. Robsjohn-Gibblings. Handsome fabrics and lamps also designed by Mr. Robsjohn-Gibblings, will be included in the presentation. Museum-type decorative objects and a special group of paintings will be shown. Publicity: Frances Bemis, TR. 5-7200.	ABRAHAM & STRAUS	BROOKLYN, N.Y.
Wednesday Apr. 19- May 2	PREVIEW OF AMATEUR NEEDLEWORK OF TODAY A preview from 3 to 6 P.M. will be held; admission \$6 including tax. Open to the public April 20 through May 2, 10 A.M. to 5 P.M.; Sundays from 2 to 5 P.M., admission \$1 plus tax. Contact: Amateur Needlework of Today, Inc., 53 East 66th Street, New York City.	BENEFIT FRIENDSHIP FUND, N.Y. ASSN. FOR THE BLIND	FRENCH & COMPANY 210 EAST 57TH ST.
Thursday Apr. 20 10:00 A.M.- 1:00 P.M. Brunch	PREVIEW FOR PRESS AND MANUFACTURER CLIENTS Mr. and Mrs. Alfred J. Dillon invite the press to see a new collection of printed and woven textiles, floor coverings, wallpaper, plastics, Masslim at their newly redecorated studio. Brunch will be served during the morning. In the afternoon, from 4 to 6 P.M. cocktails will be served. Both events are <u>by invitation only</u> . The exhibits will be on display through Friday, April 28. Contact: Augusta Bartholomew Dillon, MU. 5-6723.	MR. & MRS. ALFRED J. DILLON	BARTHOLOMEW & DILLON-124 E. 30ST.
Apr. 20- Apr. 21	ANNUAL MEETING LAMP & SHADE INST. OF AM., GROVE PARK INN, ASHEVILLE, N.C. CONTACT: MR. J. FOGELSON, EXEC. SECTY, MU. 3-3460.		
Apr. 20- May 6	1950 SILVER PARADE TO FOCUS ATTENTION ON SILVER FOR LIVING AND GIVING SPONSOR: JEWELRY INDUSTRY COUNCIL, 366 FIFTH AVE., NEW YORK 1, N. Y.		
Apr. 21- Apr. 28	SPRING MARKET, FURNITURE MFRS. BUILDING, JAMESTOWN, NEW YORK. CONTACT: MR. P. E. DUNNEY, FURNITURE MFRS. BLDG., JAMESTOWN, NEW YORK.		
Saturday Apr. 22- Apr. 29 2:00 P.M.- 10:00 P.M.	24TH ANNUAL HOME AND BUILDING SHOW This home and building show features primarily varied and extensive building and construction items and the various sorts of equipment which go to make a modern house. Contact: Clarence L. Ebbert, Secty., Building Industries Exchange, 22 North Fifth Street, Reading, Pennsylvania.	BUILDING INDUSTRIES EXCHANGE	READING FAIR GDS. READING, PA.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Apr. 23- Apr. 27	PHILADELPHIA CHINA, GLASS & GIFT SHOW, HOTEL ADELPHIA, PHILA., PENNA. CONTACT: JOSEPH M. GEARY, JR., P.O. BOX 228, BOSTON 19, MASSACHUSETTS.		
Apr. 23- Apr. 27	ANNUAL MEETING AMERICAN CERAMIC SOCIETY, HOTEL STATLER, NEW YORK CITY. CONTACT: AMERICAN CERAMIC SOCIETY, INC., COLUMBUS, OHIO.		
Apr. 23-27	MICHIGAN MERCHANDISE SHOW, HOTEL STATLER, DETROIT, MICHIGAN.		
Apr. 23- Apr. 28	ALLIED JEWELRY SHOW, HOTEL BILTMORE, LOS ANGELES, CALIFORNIA. CONTACT: ALLIED EXHIBITORS, INC., 712 SO. OLIVE ST., LOS ANGELES, CAL.		
Apr. 24- Apr. 27	NATIONAL PACKAGING EXPOSITION, NAVY PIER, CHICAGO, ILLINOIS. PUBLICITY: EDWARD K. MOSS, AM. MANAGEMENT ASSN., 330 W. 42ND ST., N.Y.C.		
Monday Apr. 24 6:30 P.M.	SAFETY AWARD DINNER The annual Safety Award Dinner will be held on the Starlight Roof. Speakers to be announced later. Grand awards will be made. Open by invitation only to all press and radio people covering women's interests and the home. For invitations call Herbert Askwith, VA. 6-2200.	LEWIS & CONGER	WALDORF-ASTORIA
Tuesday Apr. 25 Just out	PROMOTION ON LABOR-SAVING AMERICAN HOME The use of modern home equipment is being featured and presented as a promotion in the May issue of American Home, by means of a series of dramatic time-and-motion studies. Every type of time and labor-saving device used in the home can be included in this promotion under the theme "Woman's Work is <u>Quickly</u> Done -- with Modern Equipment." Publicity: Mina Fox, Merchandise Mgr., EL. 5-1300.		444 MADISON AVENUE
Tuesday Apr. 25 4:00 P.M.- 7:00 P.M. Cocktails	PRESS PREVIEW <u>NOTE CHANGE OF DATE:</u> A press preview will be held in the new five-story building in which fine imported merchandise is displayed. This will include hand-loomed and screen-printed decorator fabrics, quality chenille rugs, fine bone china, earthenware and cutlery. By invitation only. Publicity: Virginia Jewel, Patrick Dolan & Associates, PL. 9-6277.	HAMBRO HOUSE OF DESIGN	17 EAST 54TH STREET
Apr. 26- May 4	RICHMOND BETTER HOMES SHOW, RICHMOND, VIRGINIA. CONTACT: BARRY SHERMAN, 722 EAST MAIN STREET, RICHMOND, VIRGINIA.		
Apr. 28- May 6	NATIONAL HARDWARE WEEK. CONTACT: W. J. SHEELY, NATIONAL RETAIL HARDWARE ASSN., 333 NO. PENNSYLVANIA STREET, INDIANAPOLIS 4, INDIANA.		
Apr. 29- May 6	NATIONAL HOME DEMONSTRATION WEEK. SPONSOR: EXTENSION SERVICE, U.S. DEPT. AGRICULTURE, WASHINGTON 25, D.C.		
May 1- May 6	NATIONAL COTTON WEEK, SPONSORED BY NATIONAL COTTON COUNCIL. CONTACT: PAUL M. JONES, WO. 4-2521.		
Saturday May 6- May 13	NATIONAL FROZEN FOOD WEEK FROZEN FOOD PROCESSORS A countrywide promotion to stimulate the sale of quick frozen food will be carried on this week. It is sponsored by the National Association of Frozen Food Packers, 1415 K Street, Washington, D.C., and the National Wholesale Frozen Food Distributors, 60 East 42nd St., New York 17, N.Y. Contact: Mr. Harry K. Schauffler, MU. 6-3242.		COUNTRYWIDE



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
May 7- May 14	MEMPHIS COTTON CARNIVAL, AUDITORIUM BLDG., MEMPHIS, TENNESSEE. CONTACT: MILTON SCHMITH, BUS. MGR., AUDITORIUM BLDG., MEMPHIS, TENN.		
May 8- May 19	BRITISH INDUSTRIES FAIR, BIRMINGHAM AND LONDON, ENGLAND. CONTACT: COMMERCIAL DEPARTMENT, BRITISH EMBASSY, WASHINGTON, D.C.		

### MUSEUM, GALLERY AND GARDEN NEWS

Thursday Mar. 30 10:00 A.M.- 10:00 P.M.	EXHIBIT OF PLAQUES Catharine Ogust and William Streeter will have a preview showing on this date and an open house to display their replicas of the famous Pablo Picasso plaques, a new exciting idea in decor for the home. Contact: Miss Ogust or Mr. Streeter, TE. 8-8060.	PENTHOUSE GALLERY	15 WEST 55TH STREET
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Thursday March 30- June 5	ROYAL RUG TOUR The needlepoint rug, made by Dowager Queen Mary, will be on view in museums throughout the country prior to its purchase. Its itinerary follows: Mar. 30-Apr. 2, National Collection of Fine Arts, Washington, D.C. April 3-6, City Art Museum, St. Louis, Mo. April 7-9, William Rockhill Nelson Gallery of Art, Kansas City, Mo. April 10-12, Louisiana State Museum, New Orleans, La. April 13-14, Dallas Museum of Fine Arts, Dallas, Texas. April 15-16, Museum of Fine Arts of Houston, Houston, Texas. April 17-20, Los Angeles County Museum of History, Science and Fine Art, Los Angeles, Cal. April 21-24, San Francisco, Cal. April 25-26, Seattle Art Museum, Seattle, Wn. April 27-30, Vancouver, B.C. May 1-3, Winnipeg, Manitoba. May 4-6, Minneapolis Institute of Arts, Minneapolis, Minn. April 7-11, Art Institute of Chicago, Chicago, Ill. May 12-14, Detroit Institute of Arts, Detroit, Mich. May 15-17, Toronto, Canada. May 18-21, Montreal, Canada. May 22-23, Quebec, Canada. May 24-28, Museum of Fine Arts, Boston, Mass. May 29-June 2, Philadelphia, Pa. June 3-5, Baltimore Museum of Art, Baltimore, Md. Publicity: British Information Services, CI. 6-5100.	MUSEUMS	COUNTRYWIDE
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Monday Apr. 3- June 30	PRESS PREVIEW A new textile exhibit featuring two hundred years of textile designs will be presented under the title, "Entente Cordiale in Textiles, Trimmings." This exhibit deals with the products of France, England and America. The exhibit will be open to the public on Tuesday, April 4. Hours, 9 A.M. to 5 P.M. Mondays through Fridays. No admission charge. Contact: John Kent Tilton, Director, PL. 9-2070.	SCALAMANDRE MUSEUM	20 WEST 55TH STREET
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Monday Apr. 3- Oct. 29	EXHIBITION HOUSE PLANS TO BE RELEASED An exhibition house is being built in the garden under the co-sponsorship of the Museum and the Woman's Home Companion. A preliminary announcement and floor plan of the house will be released for publication about April 3. Photographs and additional descriptive material for future release may be had on request from the Publicity Department of the Museum about April 24. Publications wishing to take their own photographs may obtain permission from the Publicity Dept. providing these photographs are not to be used prior to the release dates below. The Woman's Home Companion has primary rights and will publish a story in their June issue on sale May 19. Dailies and weeklies may publish the story on May 19; monthly magazines in July issues. The regular press preview will be held on Tuesday May 16 and the house will open to the public on Friday, May 19 and remain open until Oct. 29. Publicity. Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART WOMAN'S HOME COMPANION	11 WEST 53RD STREET IN THE GARDEN
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY AND GARDEN NEWS (Continued)</u>			
Thursday Apr. 6 3:00 P.M.	LECTURE: COLONIAL HOUSES A lecture on Early Colonial Houses will be given by Stuart M. Shaw. Publicity: Lillian Green, TR. 9-5500.	METROPOLITAN MUSEUM	5TH AVE. & 82ND ST.
Wednesday Apr. 12 8:30 P.M.	SYMPOSIUM ON AUTOMOBILE DESIGN A symposium on the "Esthetics of Automobile Design" will be held on this date with Philip C. Johnson, Director of the Department of Architecture & Design as Moderator and the following speakers: J.M. Crawford, vice president of General Motors; Wilder Hobson, car owner and licensed driver; Raymond Loewy, design consultant for the post-war Studebaker; George Nelson, architect and industrial designer; D. Cameron Peck, collector of fine automobiles and president of the Antique Automobile Club of America and of the Sports Car Club of America. Admission: members, \$1.80; public, \$2.40 including federal tax. Tickets should be ordered early by mail from the Museum. Publicity: Betty Chamberlain, CI. 5-8900.	MUSEUM OF MODERN ART DEPT. OF ARCH. & DESIGN	11 WEST 53RD ST. AUDITORIUM
Wednesday Apr. 12- Apr. 27	LECTURES ON FURNITURE A series of lectures on American Furniture will be given at 3 P.M. by Stuart M. Shaw. On April 12, 13, American Furniture of the 17th Century; on April 19, 20, American Furniture: The Queen Anne Style; on April 26, 27, American Furniture in the Chippendale Style. Publicity: Lillian Green, TR. 9-5500.	METROPOLITAN MUSEUM	5TH AVE. & 82ND ST.
Friday Apr. 21 Going on	TWENTIETH CENTURY GLASS A retrospective loan exhibition shows the development of glass design in Europe and America during the past 50 years. Of some 400 pieces on view, about 300 are loans from manufacturers and private collectors, most of them not previously exhibited. The remainder are from the Museum's collections. Hours: 10 A.M. to 5 P.M. weekdays; until 9 P.M. Wednesday and Saturdays; 1 to 5 P.M. Sundays and holidays. Publicity: Lillian Green, TR. 9-5500.	METROPOLITAN MUSEUM	5TH AVE. & 82ND ST.
Tuesday Apr. 25- Apr. 26	NARCISSUS SHOW The Annual Narcissus Show will be held on these two days. On April 25 from 2 to 10 P.M. and on April 26 from 10 A.M. to 6 P.M. Open to the public without charge. Contact: Mrs. Elizabeth Peterson, PL. 7-0915.	HORT. SOC. OF NEW YORK	ESSEX HOUSE

#### TELEVISION NEWS

Thursday Mar. 30 11:00 A.M.- 12:00 M.	TELEVISION PROGRAM YOUR TELEVISION SHOPPER Helen Bates, an expert on parties for children, will give a lesson in designs and ideas for decorating Easter Eggs, on Kathi Norris' program. No messy water colors or dyes but a new way to decorate Easter Eggs in a simple, neat and effective manner. Publicity: Babs Doniger, PL. 3-1742.	WABD CHANNEL 5	DUMONT TELEVISION 515 MADISON AVENUE
Thursday Mar. 30 2:00 P.M.- 4:00 P.M.	TELEVISION PROGRAM MARKET MELODIES Boltaflex-covered Kuehne dinette sets with matching buffet and china will be featured on Ed Herlihy and Ann Russell's program. Boltaflex is a washable, all-plastic covering material used by leading furniture manufacturers. Publicity: Sol Sackel, Adv. Mgr., Bolta Co. Lawrence, Mass.	WJZ-TV CHANNEL 7	ABC TELE. CENTER 7 WEST 66TH ST.



<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>TELEVISION NEWS (Continued)</u>			
Friday	TELEVISION PROGRAM	WABD	DUMONT TELEVISION
Mar. 31	YOUR TELEVISION SHOPPER	CHANNEL 5	515 MADISON AVENUE
11:00 A.M.-	Mr. Gordon Bronson, whose building development, "Ranchero Villa" in New Brunswick, N.J., offers \$9000 houses with three bedrooms, will bring a small-scale model of one of these houses to demonstrate and describe his unique plan on Kathi Norris' program. Publ.: Babs Doniger, PL. 3-1742.		
12:00 M.			
Tuesday	TELEVISION PROGRAM	CBS-TV	CBS TELEVISION
Apr. 4	VANITY FAIR	CHANNEL 2	485 MADISON AVENUE
4:30 P.M.-	Three of the winners in the A. I. D. Annual Design Awards will show and discuss their winning designs on Dorothy Doan's program. They are: Geraldine Funk, Woven Fabrics; Douglas F. Kelley, Furniture; A.W. Geller and G. Nemeny, Lighting. Theodore Muller, Chairman of the Board of Directors of the A. I. D. will also appear. Publ.: Helen Brattrud, PL. 5-2000.		
5:00 P.M.			

#### EDITORIAL AND PROMOTIONAL REQUIREMENTS

For Extension, 1307 South Wabash Ave., Chicago 5, Illinois.

This magazine will welcome the following editorial material: articles, news and ideas on every phase of home furnishings and food for their cooking page, shopping column and special features. Glossy photographs should be included and all seasonal material must be in their office three months before date of issue. Address June Clemens, Women's Editor.

For The Dayton Journal-Herald, 11 East 4th Street, Dayton 2, Ohio.

This newspaper's "Modern Living" section is very much interested in bringing its readers the new, the unusual and the practical for better living. Glossies and press releases on products are welcome with information on where these products may be found locally. Address Mrs. E. C. Heyduck, Women's Department Editor.

For National Donut Week, April 15-22.

All types of publicity and promotional tie-ups such as tie-ins with allied products, tie-ins with personalities, etc., are desired. Contact: Bert Nevins, Bert Nevins, Inc., 152 W. 42nd St., WI. 7-9715.

#### RADIO REQUIREMENTS

For Dorothy Day, 63 East 87th St., New York City.

Miss Day is doing a five minute radio script for Toni Co., which will be broadcast over WJZ from 12:25 to 12:30 P.M. over 186 stations five days a week. She needs material of interest to women in the home even though the emphasis will be on beauty and fashion as she can make references to fashions in home furnishings and their effect upon women's beauty. Send to Dorothy Day at the above address.



# *Home Furnishings Calendar*

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Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

Emma Aubert Cole, Managing Editor  
Zelda K. Schiller, Circulation Manager  
Hilda Kassell, Promotion Director

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